

# **Consumer Prototyping & Strategy Team**

---

Practicing the Future

**Microsoft**

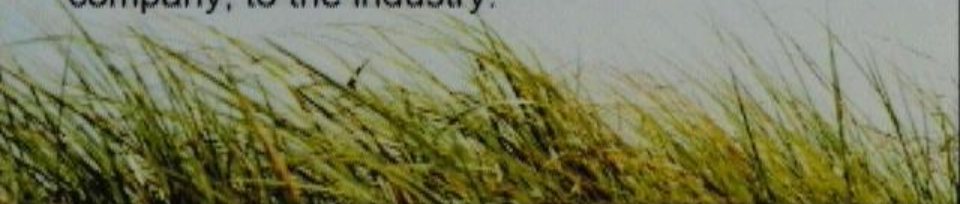
## **What we're going to talk about today.**

- **Who**...we are
- **Where**...we fit within the company
- **What**...we do & why that matters
- **Why**...you should care
- **How**...we might collaborate



## **What we hope you'll take away.**

- See how one team creates rapid prototypes.
- Insight into how one team influences innovation within the company.
- How to get your ideas and research into the Microsoft Home.
- Understand why that's valuable – to you, to the company, to the industry.



## **What we hope you'll take away.**

- See how one team creates rapid prototypes.
- Insight into how one team influences innovation within the company.
- How to get your ideas and research into the Microsoft Home.
- Understand why that's valuable – to you, to the company, to the industry.



## Who we are.

- 12+ years in existence.
- Small, multi-disciplinary team.
- Windows Client Extended Platforms Division.
- Company-wide charter.
- Illustrate MS consumer strategy & future vision.
- We do that through white papers, immersive prototypes, programs, and facilities.

## Where We Fit.

### **Prototyping Team**

3-10 years out  
Scenario-based prototypes  
Focused on Consumers

### **Product Groups**

3 year product plans

### **Microsoft Research**

2 to 10+ years out  
Fundamental Research

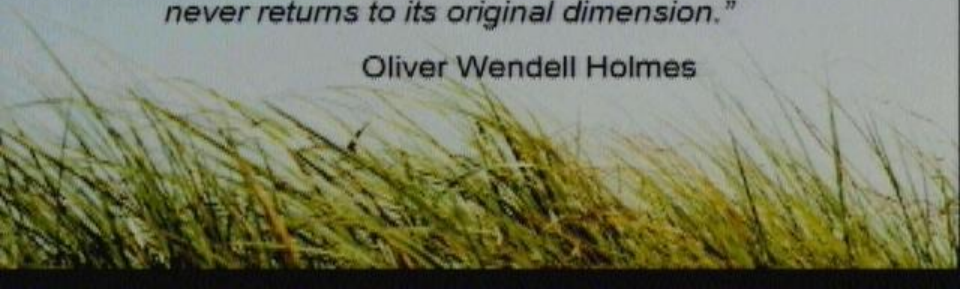


## Why does vision matter?

- An essential tool for innovation
- An essential tool for Microsoft

*"A mind that is stretched to a new idea  
never returns to its original dimension."*

Oliver Wendell Holmes



## **What we do.**

- Develop tangible user scenarios and experiences.
- Make Microsoft products better.
- Create IP.
- Advocate a consumer perspective.





## **What we deliver.**

- Prototypes.
- Immersive Demos.
- Papers.
- Coordinate consumer efforts cross-divisionally.
- Develop, manage & support two corporate-wide assets.
  - Microsoft Consumer Experience Center (MCX)
  - Microsoft Home

# Microsoft Consumer Experience



- Corporate-wide asset
- Premier venue for communicating today's consumer experience



## **MCX – Microsoft Consumer Experience**

- Shows what's available today – and just around the corner – in a consumer setting.
- Educates visitors on end-to-end consumer technology.
- Visitors: Press, Analyst, Retail Partners, High Level Business Executives - National and International.
- Other uses: Offsite Meetings, Conferences, Focus Groups, Partner Events/Receptions, Internal Group Meetings.



## **MS Home – Overview**

- Premier venue for communicating Microsoft's vision for technology in the home.
- Three-to-ten year horizon.
- Strives to "suspend disbelief" in the present.
- It features real home environments.
- The MS Home hosts thousands of visitors each year.
- Customers, partners, government, press, internal groups.

# Microsoft Home



## Recent Projects

- eHome Connections demo
- Glass
- Potato



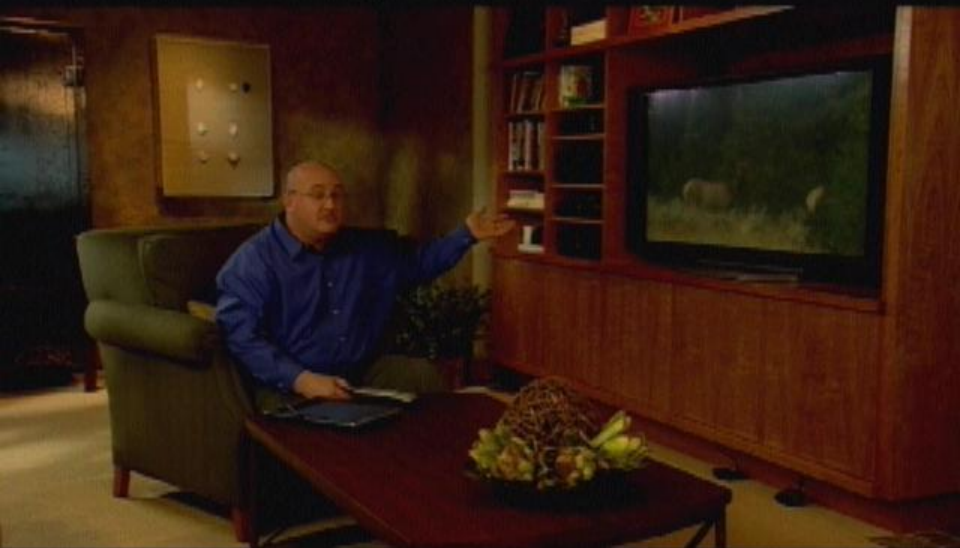


## Recent Projects

- eHome Connections demo
- Glass
- Potato







Eagan family home discovered. Join?

Yes

No





Authenticate:











June 02 12:34 PM 62°

#### Recent Media

- Video: Apple - iPhone, iPod and Mac OS
- Video: New York
- Video: New York

#### Favorites

- Video: Apple - iPhone, iPod and Mac OS
- Video: New York
- Video: New York

#### Home Controls

- 68°

#### Today's Calendar



#### What's Happening

- Video: Apple - iPhone, iPod and Mac OS
- Video: New York
- Video: New York

#### People

- Video: Apple - iPhone, iPod and Mac OS



## Recent Media



Blue Angels



Nature: Bees and Honey



Visit to New York



Washington the Beautiful



more...

## Favorites



Music News



Smart Investing



more...

## Favorites



Music News



Smart Investing



Popular Travel Destinations



Fantasy Baseball



more...





more...

## Home Controls

Temp.



68°

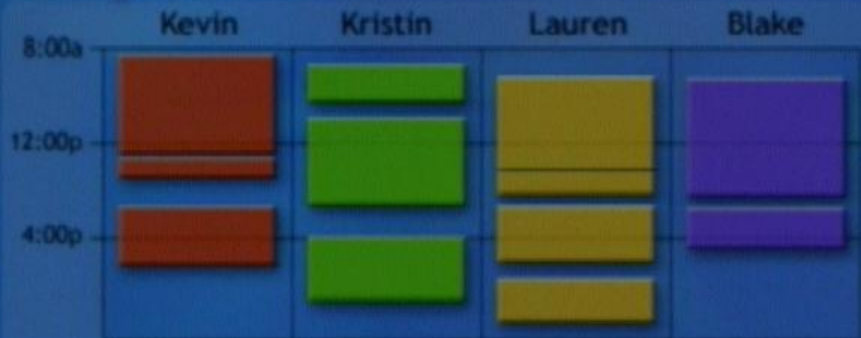
Lights



Blinds



# Today's Calendar







Science Project Due Tomorrow





Appointment Request from Grandma

June 02 12:34 PM 62





## Recent Media

-  Blue Angels
-  Bees and Honey
-  Visit to New York
-  Washington the Beautiful
- [More...](#)





## Favorites





-  Music
-  Smart Investing
-  Popular Travel Destinations
-  Fantasy Baseball
- [More...](#)

## Home Controls



68°

## Today's Calendar



	Kevin	Kristin	Lauren	Blake
8:00a				
10:00a				
12:00p				
2:00p				
4:00p				

-  Science Project Due Tomorrow
-  Appointment Request from Grandma

## What's Happening

- Wheelie Logs at Seattle Center
- Seattle Garden Tour tomorrow
- Water Color show at SAM
- [More...](#)

## People

-  Grandma
-  Rick
-  Kristin
- [More...](#)





A New TV has been detected in the Family Room.  
Would you like to customize it up now?

Yes

No

### Today's Calendar

8:00a	Kevin	Krista	Lauren	Blake

# Customization



Model: T1000  
Model: 10732  
Location: Training Room

## General Settings

Language: English  
Time Zone: Pacific Standard Time

Screen Resolution: 1024x768  
Screen Refresh Rate: 60 Hz

Sound: Default  
Mouse: Default

## Control Settings

Mouse: On  
Keyboard: On

Information: On  
System: On

System: On  
Power: On

Power: On  
Sleep: On

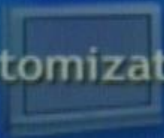
Services: On  
Network: On

Start

Home Control

System Settings





# Customization

Make: Fabrikam

Model: XKT32

Location: Family Room

## General Settings

☒ Notifications

Settings ▶

☒ Authentication

Settings ▶

☒ Parental Controls

Settings ▶

Updates Available Now

Warranty ▶

History ▶

Video Settings ▶

Manual ▶

## Content Settings

Screen: Main ▼

ion

Model: XKT32

Location: Family Room



Authentication

Settings ▶



Parental Controls

Settings ▶

tory ▶

Video Settings ▶

Manual ▶

## Content Settings

Screen: Main

## Media

☒ Recent☒ Recent☒ Recent

## Environment

## People

☒ Contacts☐ Caller ID☒ Reminders

## Services

☒ Source☐ The☒ The

## Content Settings

Screen: Main

## Media

- ☒ Recent
- ☒ Photos
- ☒ Favorites

## Information

- ☐ Traffic
- ☒ Weather
- ☐ Calendars

## Environment

- ☒ Lights
- ☐ Cameras
- ☒ Temperature

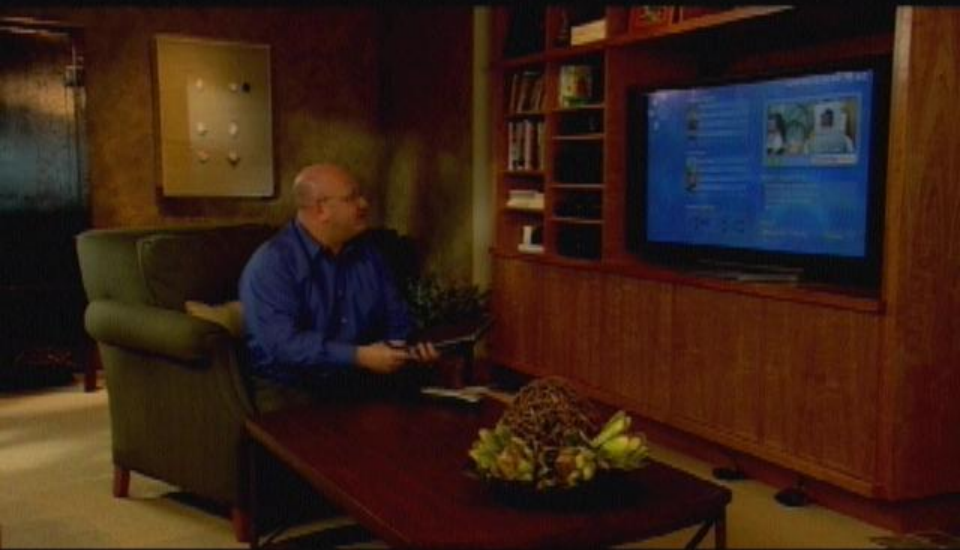
## People

- ☒ Contacts
- ☐ Caller ID
- ☒ Reminders

## Services

- ☒ Southridge Video Frame
- ☒ The Baseball Fan Club
- ☒ The Top Sports Ticker





June 02 12:34 PM  62°

and Honey

ork

ne Beautiful

ing

Destinations

all

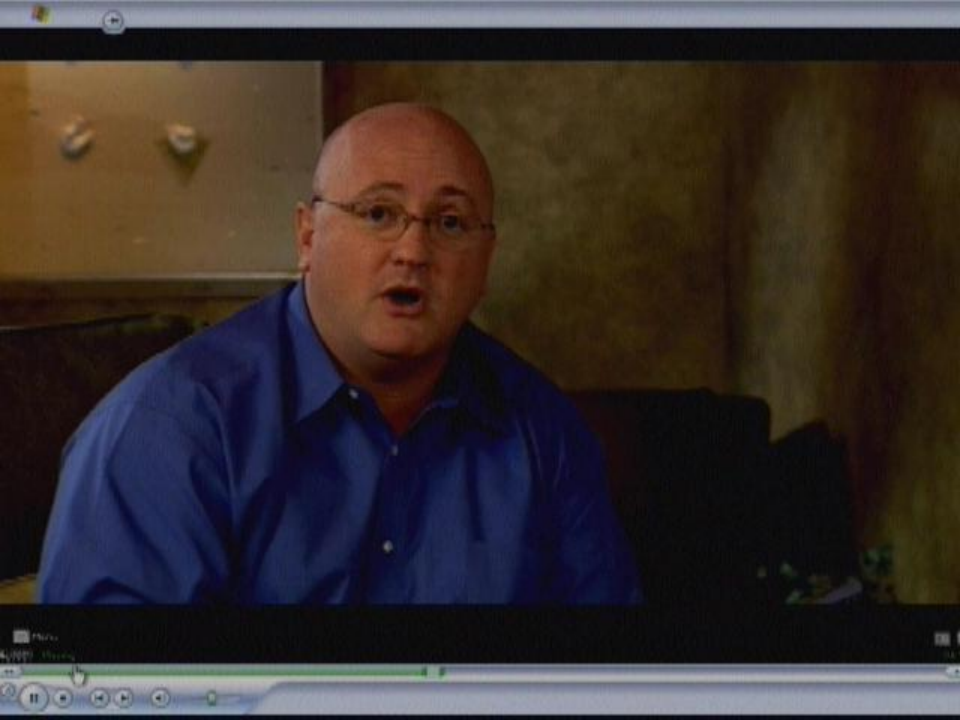


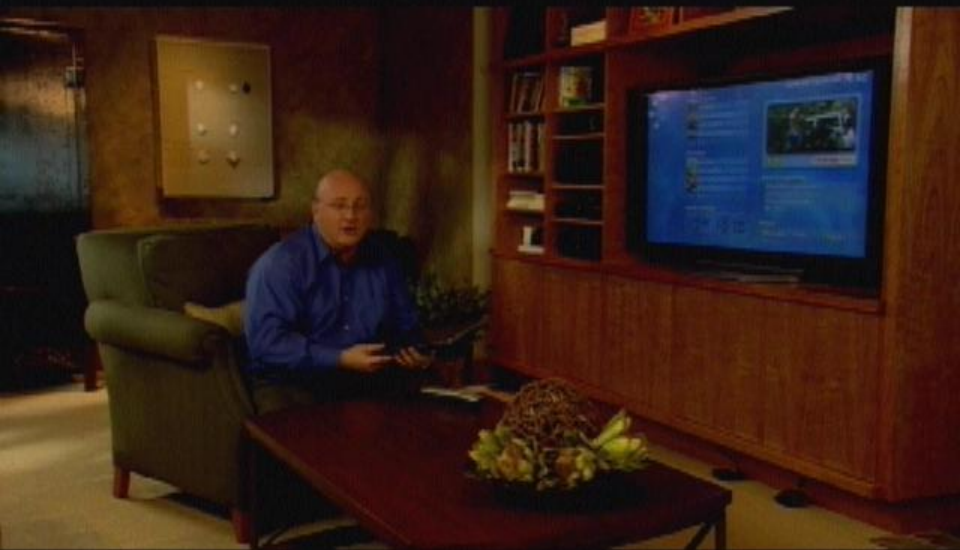
**Southridge Photo**

## What's Happening

Whirly Gigs at Seattle Center









# Trust in the Digital Decade Safe & Sound

Microsoft<sup>®</sup>

Coming of Age

Safe & Sound

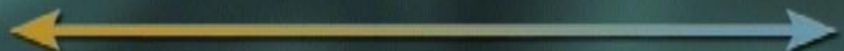
Happy Family  
of devices

Locking  
Bracelet

Pendant  
Locket

Clamshell  
Compact

Phone



**More Managed  
and Secure**

**More  
Autonomous**



























Robin



[Work]

1:15pm

Main

Media

Information

People

Environment

### Video Conference In Session



### Jesse's Location:



### Reminders:

Quarterly Report Due

Send Sales Figures to Pat

Pick up Jesse at school

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

### NEWS UPDATE



Stocks Continue Rally on Positive Earnings

Science: Latest Pictures from Mars | [Video](#)

Wild Weather Pounds the Midwest | [Video](#)

Analysis: The Fed Considers Next Steps



Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higgs

Environment



Jesse Higgs



Communications: **Busy**

[Send Message](#)

Location: **Endeavor Elementary School**

[View Map](#)

Birthday: **May 9th, 2004**

[View Calendar](#)

Media: **none**

[Details](#)

[Service Privileges](#)



Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higgs

Environment



Jesse Higgs



Communications: **Busy**

[Send Message](#)

Location: **Endeavor Elementary School**

[View Map](#)

Birthday: **May 9th, 2004**

[View Calendar](#)

Media: **none**

[Details](#)

[Service Privileges](#)



Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higgs

Environment

## Location

Jesse Higgs

Data Source:

KidCom Locket

47°36'48" N, 122°2'42" W  
Endeavor Elementary School  
14629 228th Ave



Done



Robin



[Work]

1:15pm

Main

Media

Information

KidCom Locket

People

Environment



## KidCom™ Locket

Status: **Happy**

[Details](#)

Access Control: **Custom List**

[Change](#)

Location: **Endeavor Elementary**

[Map](#)

Owner: **Robin Higgs**

[Change](#)

Registered User: **Jesse Higgs**

[Change](#)

Service Provider: **Networks, Inc.**

[Details](#)

Alarms: **Enabled**

[Change](#)

Power: **83% Fuel Cell**

[Details](#)

[Click to Listen](#)

[History](#)



Robin



[Work]

1:15pm

Main

Media

Information

KidCom Locket

People

Environment

## Alarm Settings

### KidCom Locket



#### Triggers:

Help Button  
Broken Chain  
No Human  
Scream Heard

New...

Remove

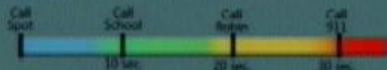
#### Exceptions:

Scream Heard  
AND  
School = Location

New...

Remove

#### Responses:



New...

Remove

OK

Cancel



Robin



[Work]

1:15pm

Main

Media

Information

KidCom Locket

People

Environment



## KidCom™ Locket

Status: Happy

Details

Access Control: Custom List

Change

Location: Endeavor Elementary

Map

Owner: Robin Higgs

Change

Registered User: Jesse Higgs

Change

Service Provider: Networks, Inc.

Details

Alarms: Enabled

Change

Power: 83% Fuel Cell

Details

Click to Listen

History



Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higgs

Environment



Jesse Higgs



Communications: **Busy**

[Send Message](#)

Location: **Endeavor Elementary School**

[View Map](#)

Birthday: **May 9th, 2004**

[View Calendar](#)

Media: **none**

[Details](#)

[Service Privileges](#)





Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higga

Environment

## Send Message

To: Jesse Higga

Voice:

Record

Play

Erase

Subject:

Body:

Send

Cancel



Robin



[Work]

1:15pm

Main

Media

Information

People

Jesse Higga

Environment

## Send Message

To: Jesse Higga

Voice:

Stop

Play

Erase

Subject:

Body:

Send

Cancel









## Recent Projects

- eHome Connections demo
- Glass
- Potato



## How we do it

- Research
- Scenarios
- Storyboards
- Graphics Production
- Code
- Special Sauce – Synthesis, Riffing, Problem-solving, Extrapolation, Creativity, Reliability



**BeanStalk**



# Concepts

## Beanstalk

- Values
- Well-Being
- Play & Learning

## Continuing Concepts

- Identity
- Communications
- Community
- Media Distribution
- Aggregation
- Home & Device Control

# Theme

- Values – Bring Your Values to Life.
  - The next wave of computing allows me to better reflect my personal values in my everyday life.
- Goal: Illustrate the impact of building values tools into our everyday experiences.



# Values

- Today's technology is relatively impersonal.
- Using technology in the Home to support individual/personal/family values.
- Richly reflected throughout the Home and my life.



	Connections	Choices
Context	Should take into account <ul style="list-style-type: none"> <li>Relationships               <ul style="list-style-type: none"> <li>E.g. close or distant</li> </ul> </li> <li>History</li> <li>Frequency</li> <li>Repeatableness/Pattern</li> <li>Reputation</li> <li>Age</li> <li>Urgency</li> <li>Time, date</li> <li>Location</li> <li>Current activity, and perhaps level of activity</li> <li>Emotional state</li> </ul>	<ul style="list-style-type: none"> <li>Must Do - e.g. scheduled</li> <li>Should Do - e.g. task due date</li> <li>Could Do - context-based choices for free time, includes serendipity choices</li> <li>Would Do - to actively create new choices</li> </ul>
Persona	<ul style="list-style-type: none"> <li>Profile</li> <li>Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Preferences</li> </ul>
Policy	Category buckets <ul style="list-style-type: none"> <li>Main               <ul style="list-style-type: none"> <li>People</li> <li>Media/Entertain't</li> </ul> </li> <li>Information               <ul style="list-style-type: none"> <li>Environment</li> </ul> </li> <li>Other               <ul style="list-style-type: none"> <li>Location</li> <li>Identity/Persona</li> <li>Privacy</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Can/can't do</li> <li>Appropriate</li> <li>Conflicts/Contention</li> <li>Permissions</li> <li>Control</li> <li>Access</li> <li>Privacy</li> <li>Security</li> </ul>
Attractors	<ul style="list-style-type: none"> <li>Help user connect with</li> <li>Help user understand?</li> <li>Help find</li> <li>Help avoid</li> <li>Recommend</li> <li>Persuade?</li> </ul>	<ul style="list-style-type: none"> <li>Response?               <ul style="list-style-type: none"> <li>Real?!</li> <li>Show me more like this...</li> </ul> </li> </ul>
Design	<ul style="list-style-type: none"> <li>Interoperability</li> <li>Standards</li> <li>Flexibility</li> <li>Awareness</li> <li>Reach - span, domain</li> <li>Sequencing</li> </ul>	<ul style="list-style-type: none"> <li>Personalization</li> <li>Influence</li> <li>Ethetics</li> <li>Emotional resonance</li> </ul>

## Well-being

- The home is a safe haven, a relaxing retreat, and reliable assistant.
- Includes concept areas: Comfort, Trust, Safety, Health, Spirit



## **Learning & Play**

- A supportive environment for education and fun
- Learning & play go hand in hand

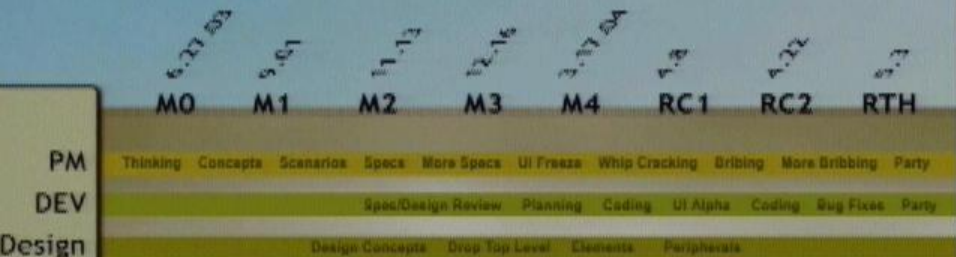


# What makes a good tour?

- Theatrics
- Sensorial Experiences
- Physical Space Considerations
- Operations considerations and reliability
- Industry Awareness
- Project Scope and Budget
- Polish
- Story-telling to bring the messages Home.



# Schedule



# Opportunities

- Microsoft Home prototypes
- Vision prototypes
- "Special purpose" prototypes
- Scenario brainstorming
- Tours of the Home



## More information

- General Prototype Team info:

<http://protoweb/>

- MS Home

<http://mshomeweb/>

"HomeReq" alias for tours

- MCX

<http://mcxweb/>